



# City of Seattle

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Gregory J. Nickels, Mayor

## **Department of Information Technology**

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## **U.S. City and County Web Sites Survey 2003 Report**

**City of Seattle**

**Department of Information Technology**

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## Executive Summary

This is a survey of various aspects of the web sites of 50 cities and counties in the United States. Survey responses were collected at two e-government conferences, one in Miami and another in San Diego, and through the Public Technology, Inc. (PTI) listserv. The 50 responses for our survey included 34 cities, 13 counties and 3 cities/counties around the United States [see Appendix I].

The survey includes cities and counties with diverse population sizes. Examples include: cities with a population of: more than 250,000 - Kansas City, Seattle, San Diego and New York; from 125,000 to 250,000 - Des Moines and Scottsdale; and from 75,000 to 125,000 - Fort Collins and Olathe. Also listed are counties with a population of: more than 500,000 - King County, WA, Miami-Dade and San Diego County; from 250,000 to 499,999 - Johnson County, KS and Brevard County, FL; and from 150,000 to 249,999 - Charlotte County, FL.

For ease of description, we will use the term cities to refer to both cities and counties in the remainder of this report.

The number of staff in the central team dedicated to web/e-government services can be divided mainly in three groups: 37% had less than 2 Full Time Equivalents (FTE's) , 43% had from 2 to 6 FTE's and 20% had 6 to 13 FTE's .

The majority of the cities are offering or planning to offer in the future more electronic services. 62% are already doing electronic payments.

Half of the cities are using Content Management Software from twelve different suppliers and 5 of them built in-house software. The use of Portal Software though, including home-grown software, is very scarce, with only 18% of cities using any type of such software.

60% of the cities are marketing their sites basically without specific budget. It was interesting to note that no city is allowing advertising on its site.

Finally, half of the cities are conducting user surveys and some are planning to start doing so soon.

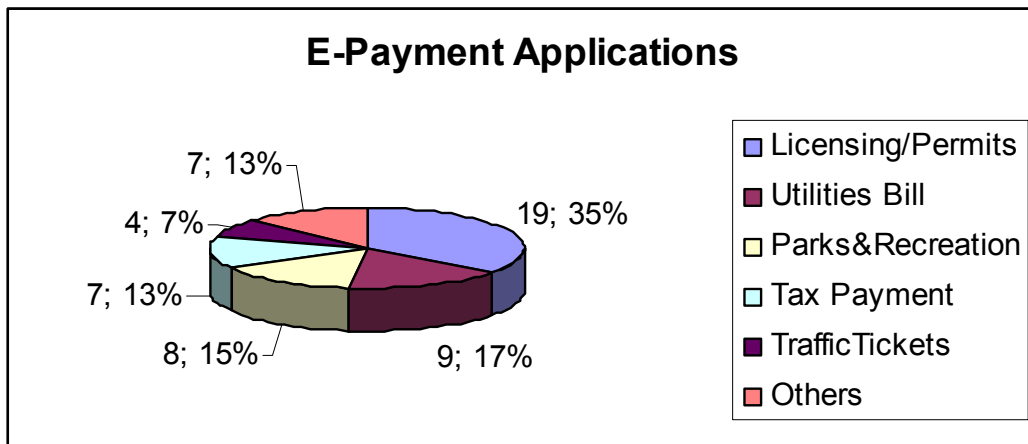
Regarding future trends, cities indicated that the top citizen service applications they are planning include: on line payment, licensing/permits, parks & recreation class registration and utility bill payment. With respect to web site management, the top services are: implementing content management and portals and redesigning/expanding the Internet/Intranet sites. Many jurisdictions are planning



to implement unique applications. Some examples reported by one city/county are: community alert system, senior directory and volunteer management.

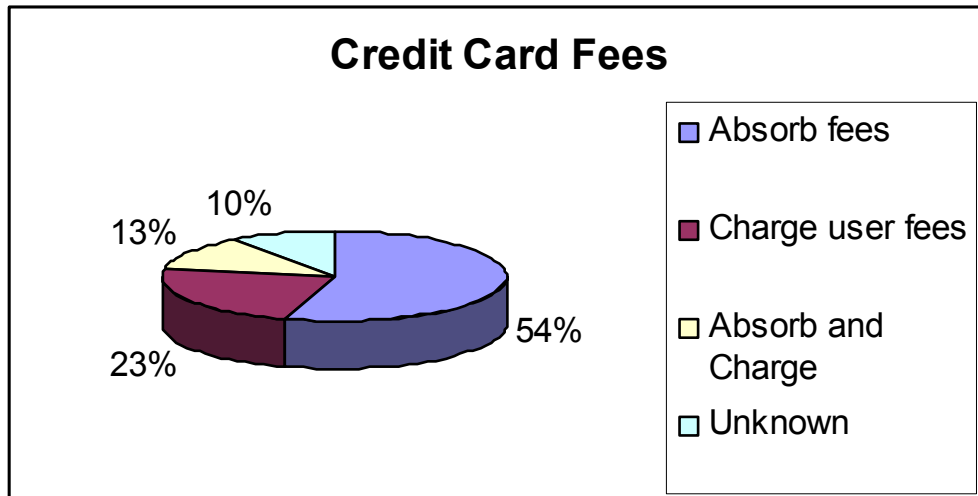
## 1. On Line Applications

62% of the cities that participated in the survey are offering electronic payments. The most common e-payment applications provided by those cities are: Licensing/Permits which includes parking, building, vehicle and business (totaling 19), Utilities Bill Payment (9), Park & Recreation Class Registration (8), Tax Payment (7), and Traffic Tickets (4). The complete and detailed list is in the Appendix II.



Among the cities that are offering e-payment only one is not accepting credit card. From those cities, 54% are absorbing fees, 23% are charging user-fees, 13% are doing both and 10% didn't know. Many cities are analyzing the possibility of starting to charge user fees, though.

The majority of the cities (84%), however, don't have data about whether e-applications save money.



## 2. Tools

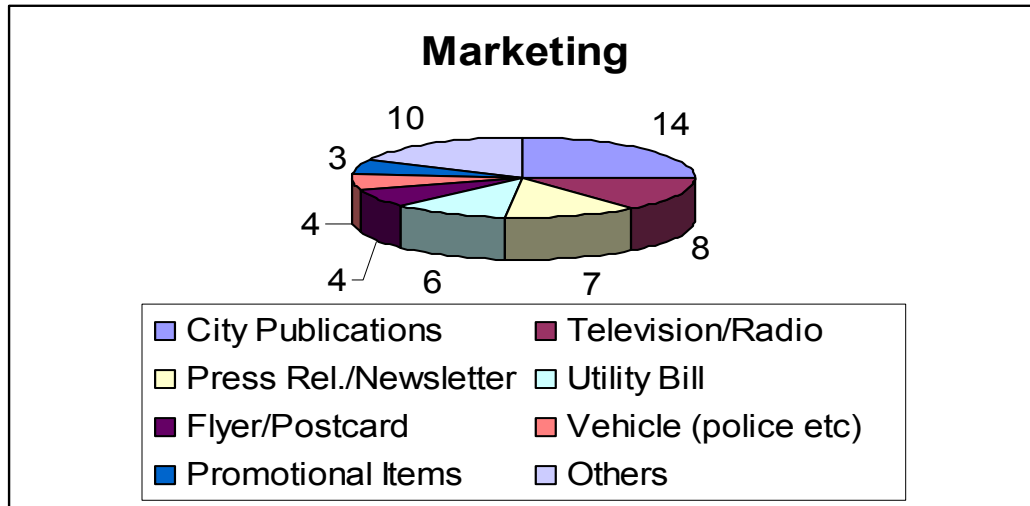
In respect to Web Content Management Tools, 48% are already using WCM software, 44% are not using and 8% are implementing this tool. The largest group of cities that are using WCM are using home-grown software (5), followed by Stellent (3), Microsoft CMS (3), Vignette (2), Interwoven Teamsite (2) and NetObjects Team Fusion (2).

82% are not using portal software and among the ones that are using it, 3 are using home-grown software and the others are using basically application servers and not pure portal software.

## 3. Marketing the Site

92% of the cities don't have specific budget for marketing and people are being very creative about marketing their sites. From our survey, 60% of the cities are marketing their sites. Among these cities, 14 are using city publications (printed materials), 8 are using TV/radio, 7 are using press release/newsletter, and 6 are using utility bills to market their web sites. See the Appendix II for the complete list.

No city that responded to our survey allows commercial advertising on its site.



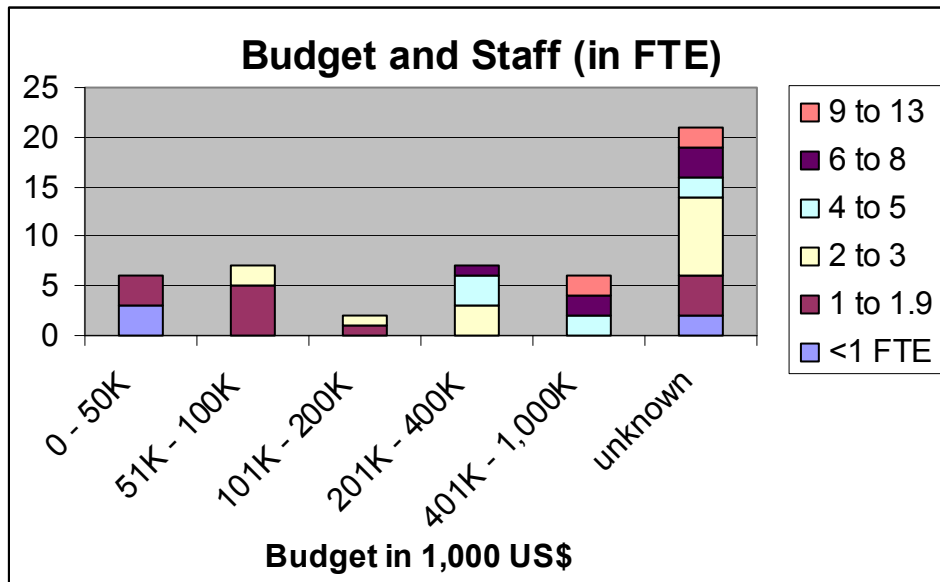
#### 4. Management

With such a varied sample, you would expect staffing and budgets to vary considerably as well, and they do. To analyze this information further, we looked at the number of staff compared to the population of the 30 largest cities (staff compared to web pages or number of applications would be a much better measure, but we did not have this information for most cities).

But not surprisingly, there is a relationship between jurisdiction size and staff size with only a few exceptions. Most of the cities with populations over half a million have web staffs of 6-8 Full Time Equivalents (FTE's); NYC's is larger, but so is their city and web site. Columbus OH, Fort Worth and San Jose have small staffs for their city size. Scottsdale and Fort Collins have larger staffs than would be expected based on city size.

While we did not analyze County population data, which was not easily accessible, based on general knowledge of County size, a similar pattern exists, with the largest Counties having staffs of similar size to large cities and the smaller counties with 1-2 FTE as found in smaller cities.

The graphic below shows the budget spent by the cities with the central team staff dedicated to web/e-government services. The budget varied from US\$12,000 to U\$1,000,000 according to the number of their staff and size of the city/county. Twenty cities didn't respond to the budget question, though.



## 5. Survey Conduction

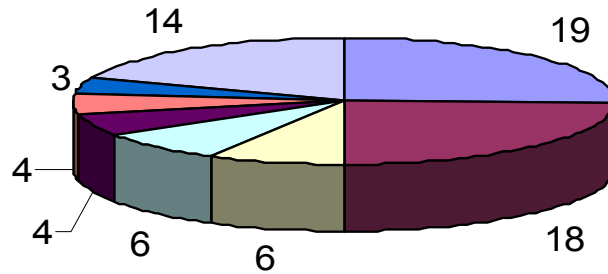
53% of the cities are conducting surveys and some that are not doing it now, intend to do it in the near future. The majority of these are surveying which services citizens are interested in, but very few are collecting data on Internet usage by age and education.

## 6. Future Applications

In regard to future applications, we can say that the top citizen service applications are: on line payment (19), licensing/permits (which includes parking, health, business, building and vehicle permit) (18), park & recreation class registration (6), utility bill payment (6), GIS mapping (4) and interactive forms (4).



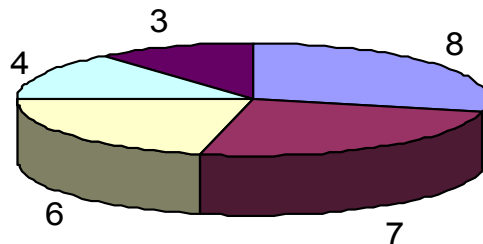
## Top Citizen Services Application



- |                    |                      |
|--------------------|----------------------|
| On Line Payment    | Licensing            |
| Parks & Recreation | Utility Bill Payment |
| Interactive Forms  | GIS Mapping          |
| Traffic Tickets    | Others               |

In addition, the top plans for better web site management include: implementation of content management (8), implementation of portals (7) and redesign/expansion of Internet/Intranet (6). The complete list can be seen in the Appendix II.

## Top Web Site Management



- |                        |
|------------------------|
| Implement CMS          |
| Implement Portal       |
| Redesign/Exp. Internet |
| Survey                 |
| Others                 |





## **7. Conclusion**

The major objective of e-government is to provide online services to the citizen and more transparency to the government. The cities surveyed are offering some online services, giving citizen access to online publications and data bases and are trying to facilitate the citizen's lives.

With the budgetary problems that the cities are facing, the web team has to be very creative to do more with fewer resources. This survey has shown us that the cities have very similar problems and challenges. We can see from the future applications list that the cities want to offer much more in the way of online applications and improve their e-government services. Let's hope they will be able to do it even with the budget shortfall!!!



## APPENDIX I – List of Cities and Counties

01. Arlington County, Virginia
02. Aurora City, Colorado
03. Austin City, Texas
04. Bexar County, Texas
05. Boston City, Massachusetts
06. Brevard County, Florida
07. Casper City, Wyoming
08. Chandler City, Arizona
09. Charlotte County, Florida
10. Cincinnati City, Ohio
11. Clark County, Nevada
12. Collier County, Florida
13. Columbus City, Ohio
14. Dallas City, Texas
15. Del Mar City, California
16. Denver City and County, Colorado
17. Des Moines City, Iowa
18. Encinitas City, California
19. Fort Collins City, Colorado
20. Fort Worth City, Texas
21. Fresno County, California
22. Garden Grove City, California
23. Hamilton County, Ohio
24. Hennepin County, Minnesota
25. Honolulu City and County, Hawaii
26. Johnson County, Kansas
27. Kansas City, Missouri
28. King County, Washington
29. Miami-Dade County, Florida
30. New York City, New York
31. Newark City, California
32. Olathe City, Kansas
33. Orlando City, Florida
34. Philadelphia City and County, Pennsylvania
35. Phoenix City, Arizona
36. Port of San Diego, California
37. Pueblo City, Colorado
38. Rochester City, New York
39. Sacramento City, California
40. San Carlos City, California
41. San Diego City, California



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- 42. San Diego County, California
- 43. San Jose City, California
- 44. Saratoga City, California
- 45. Scottsdale City, Arizona
- 46. Seattle City, Washington
- 47. Tallahassee City, Florida
- 48. Tucson City, Arizona
- 49. Tulsa City, Oklahoma
- 50. West Covina City, California



## APPENDIX II - Survey Results

### 1. On Line Applications

Electronic Payments		Applications using e-payment		Credit Cards		Credit Card Fees	
Yes	31	Tax Payment	7	Yes	31	Absorb fees	17
No	18	Parking Permit	8	No	1	Charge user fees	7
Implem.	1	Building Permit	5	N/A	18	Absorb and Charge	4
<b>Total</b>	<b>50</b>	Vehicle Permit	4	<b>Total</b>	<b>50</b>	Unknown	3
		Business License	2			<b>Total</b>	<b>31</b>
		Parks&Recreation Registration	8				
		Events Ticket	1				
		Traffic Ticket	4				
		On Line Traffic School	1				
		On Line Store	1				
		Water Bill	8				
		Other Utilities Bill	1				
		Birth/Death/Marriage Certificate	2				
		Mapping	2				
		<b>Total</b>	<b>54</b>	<b>Total</b>	<b>46</b>		

### 2. Tools

Web Content Management		Content Management Software		Portal Software	
Yes	24	Microsoft CMS	3	Yes	9
No	22	Vignette	2	No	41
Implementing	4	Stellent	3	<b>Total</b>	<b>50</b>
<b>Total</b>	<b>50</b>	Interwoven TeamSite	2		
		Filenet	1		
		Documentum	1		
		Ephox EditLive	1		
		Macromedia Contribute	1		
		Percussion Software Rhythmyx	1		
		NetObjects Team Fusion	2		
		Zope	1		
		Sparkplug CMS for Coldfusion	1		
		Home-grown	5		
		<b>Total</b>	<b>24</b>	<b>Total</b>	<b>8</b>



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## 3. Marketing the Site

Marketing the Site	
Yes	29
No	19
<b>Total</b>	<b>48</b>

How	
Television/Radio	8
Bus/Subway	2
Newspaper	2
City Publications (printed material)	14
Press Release/Newsletter	7
Utility Bill	6
Parking Ticket	2
Conference/Presentations	1
Marketing Program	1
Flyer/Postcard	4
Vehicle (police etc)	4
Promotional Items	3
Park and Recreation	2
<b>Total</b>	<b>56</b>

Specific Budget	
Yes	4
No	44
<b>Total</b>	<b>48</b>

Allow Advertising	
Yes	0
No	48
<b>Total</b>	<b>48</b>

## 4. Management

Budget/ Staff	0 - 50K	51K - 100K	101K - 200K	201K - 400K	401K - 1,000K	unknown	Total
<1	3					2	5
1 to 1.9	3	5	1			4	13
2 to 3		2	1	3		8	14
4 to 5				3	2	2	7
6 to 8				1	2	3	6
9 to 13					2	2	4
<b>Total</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>7</b>	<b>6</b>	<b>21</b>	<b>49</b>

## 5. Surveys

Conduct Survey	
Yes	25
No	24
<b>Total</b>	<b>49</b>

Collect Data on Internet Usage by Age and Education	
Yes	5
No	44
<b>Total</b>	<b>49</b>

Survey which services citizen are interested	
Yes	22
No	27
<b>Total</b>	<b>49</b>



## 6. Future Applications

On Line Payment	19
On Line Self-Service	1
On Line Job Application	1
On Line Business Registration	2
Parks & Recreation Class Registration	6
Licensing	9
Health Permit	1
Parking Permit	3
Building Permit	2
Vehicle Permit	1
Traffic Ticket	3
Event Ticket	1
Utility Bill Payment	6
Criminal Data Payment	2
Interactive Forms	4
Streaming Video of City Council Meeting	1
Wireless Flight Info	1
GIS Mapping (Ex. Business Planner Locator)	4
Bulletin Boards	1
One Stop Shopping	1
Community Alert System	1
Desktop Alert System	1
Senior Services Directory	1
Volunteer Management	1
Apartment Guide	1
Redesign/Expansion of Internet/Intranet	6
Implement Content Management	8
Web Access to Document Management System	1
Implement Enterprise Resource Planning	1
Implement Portal	7
Implement CRM	1
Survey	4
<i>Total</i>	102



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